MERIT AWARDS

Win the Last Chance Merit Awards Sweepstakes and get all 10 FREE!

Just fill out the survey below and you've automatically got a chance to be one of 100 lucky winners!
Offer expires 5/31/95.

7 Merit Crystal Ashtray Yours free for

8 Merit Lacquer Case Lighter Yours free for

10 Merit Oak Pen Yours free for

9999999999999
Sample A. Samples
123 Any Street
Anytown, US 00000

Please make any address corrections below.
☐ Mr.
☐ Mrs. _____
☐ Ms.
Address _____
City _____ State ____ ZIP _____
Phone ( ) _____

By entering the sweepstakes, responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I have read and understand the official rules. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE _____ (required) BIRTH DATE _____ (required) Month Day Year

Fold, moisten here to seal before mailing

2 Merit Retro Watch Yours free for

4 Merit Leather Duffle Bag Yours free for

1. What is your regular brand of cigarette—that is, the brand you smoke most often?

_____ (brand name)

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra Low
☐ Light/Mild ☐ Other Tar

6 Merit Leather Planner/Address Book Yours free for

1 Merit Suede Barn Jacket Yours free for

5 Merit Hooded Pullover Yours free for

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand
☐ Wait until the store has my regular brand
☐ Buy a different brand entirely.

3 Merit Cable Knit Sweater Yours free for

5. What, if any, was your previous brand?

_____ (brand name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

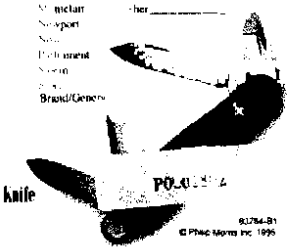
	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

8. Please list all the brand[illegible] asked at least one pack of in the past two weeks. How many packs [illegible]? (Use as many lines as you need. Write in exact number [illegible] each brand. Note: 1 carton = 10 packs.)

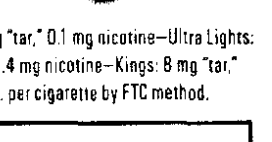
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. What other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Kool	☐ True
☐ Basic	☐ Marlboro	☐ Vantage
☐ Benson & Hedges	☐ Merit	☐ Virginia Slims
☐ Best Buy	☐ Misty	☐ Winston
☐ Best Value	☐ Monarch	☐ None
☐ Cambridge	☐ Nuclear	☐ Other _____
☐ Carnival	☐ Newport	
☐ Cigar	☐ Salem	
☐ Collection	☐ Parliament	
☐ Doral	☐ Salem	
☐ GPC	☐ Tareyton	
☐ Kent	Brand/Generic	



9 Merit Swiss Army Knife Yours free for



Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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$1.00 Off Merit! any style carton or 4 packs.

MANUFACTURER'S COUPON EXPIRES 5/31/95

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to persons 21 years of age or older. Cash redemption of 1/20 of face value plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void where taxed, restricted or prohibited by law. Offer good only in U.S.A. Customer must pay any sales tax.

Retailer: Philip Morris will reimburse you for the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void if presented by unauthorized agent. Invoices showing purchase of sufficient stock to cover all coupons must be shown upon request. Mail coupons before 1/31/96 to: Redeem by mailing to Philip Morris U.S.A., CMR Dept. #38000, 17 Executive Drive, Dallas, TX 75264-8000. Cash value 1/20th of a cent. This coupon not valid in combination with any other Merit offer.

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Source: https://www.industrydocuments.ucsf.edu/docs/rynp0003

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P.O. Box 4131
Schaumburg, IL 60168-4131

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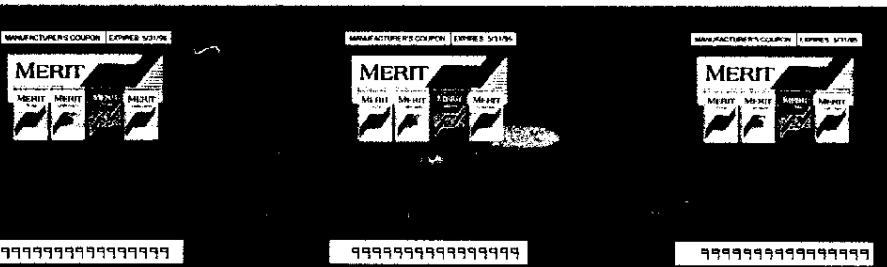
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 63 SMITHTOWN, NY

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT FEBRUARY DIRECT
PO BOX 13116
HAUPPAUGE NY 11788-9552



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